

December 26, 1991

Dr. Edward L. Bernays
7 Lowell Street
Cambridge, MA 02138

Dear Eddie:

Thank you so much for your wonderful and warm letter.

We had a great time seeing you at the birthday party, and were very impressed with the huge and enthusiastic attendance. Everyone we spoke with cherishes his friendship with you. After a hundred years, you sure have collected a lot of great friends!

You looked terrific in Fortune magazine this issue! We're very proud to have seen you in there.

Ironically, in that same issue, was a major piece about the program I developed for Embassy Suites (see enclosed). In fact, I mentioned it to you at the party. We've so far produced 160 million impressions worldwide with the story about our FamilyFriendly program. The program involves a number of services to make hotels safer, easier and more fun for families: supervised care for kids, childproofed rooms, groceries delivered to the suite, lullaby calls over the phone, etc.

The program has become such a hit in New York and Palm Beach, that Embassy Suites wants to take it national next year. That means, in addition to doing the PR, I go to each hotel, train the staff on how best to serve kids, help childproof the rooms, set up the kids clubs, write and produce the marketing material, and then do the press conference.

Here's one instance where the Big Idea I developed grew bigger with the publicity I generated, then produced more publicity on its own.

One thing I'm trying to do is create awareness for the idea of "safer suites for kids." We want parents now to know they no longer have to put up with unsafe hotel rooms. With our introduction of the concept of childproofed suites, parents will begin demanding to stay in safer suites. They just didn't know they had the option before. Perhaps this will lead to government regulation, which Embassy can sponsor.